

US-PAT-NO: 5734589

DOCUMENT-IDENTIFIER: US 5734589 A

TITLE: Digital entertainment terminal with channel mapping

DATE-ISSUED: March 31, 1998

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
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US-CL-CURRENT: 345/716, 725/117, 725/126, 725/132

ABSTRACT:

Dynamic programming of a digital entertainment terminal (DET) facilitates operation of the terminal to offer a variety of functionally different broadband services. The terminal includes a network interface module which couples the terminal to a specific type of communication network for receiving a digital broadband channel. The DET downloads on a narrowband signaling channel a VIP program map that identifies the available video information service providers (VIPs) on the basis of the location of their corresponding software control signals. The software control signals are transmitted cyclically to enable access by a random DET at any time. A program memory captures the VIP program map and at least a portion of the software control signals received over the digital broadband channel as software executable by the control processor during turn-on of the DET. When a user presses a GUIDE button on a remote control service, the DET displays the available information service providers in accordance with the VIP program map, thereby enabling the user to conveniently access the broadband services offered by the selected information service provider.

62 Claims, 5 Drawing figures

Exemplary Claim Number: 1

Number of Drawing Sheets: 5

*cast Broadcast Software*

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Application Filing Date - AD (1):

**19950131**

Brief Summary Text - BSTX (23):

A particular aspect of the information distribution system is that the network uses one or more **broadcast channels to continually broadcast software**

control signals, i.e., signals carrying one or more service application control programs for one or more services offered by one of the information service provider systems. In other words, the network enables a user's DET to continually receive updated software code or data to optimize access to selected VIP services by the DET via the broadband communications network.

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digital broadcast channel cyclically broadcasts software code or data from a video source (e.g., VIP or the network provider), so that a user's DET may access and download the broadcast code or data at a random time. For example, the broadcast channel may transmit application software for a navigation system (e.g., electronic TV Guide program such as Star Sights.TM.), enabling a user to access one of the provider's services from a menu generated by the navigation system.

US-PAT-NO: 6057872

DOCUMENT-IDENTIFIER: US 6057872 A

TITLE: Digital coupons for pay televisions

DATE-ISSUED: May 2, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Candelore; Brant	San Diego	CA	N/A	N/A

US-CL-CURRENT: 725/23, 725/104 , 725/14 , 725/37 , 725/8

ABSTRACT:

Digital coupons are selectively transmitted in a communication network to subscriber terminals for promotional purposes. Subscribers automatically receive coupon credits when they meet the preconditions of the digital coupons. Free or reduced price pay-per-view (PPV) programming in particular may be provided when a subscriber purchases a given number of PPV programs at a regular price. The terminals maintain a running balance of available coupon credits and inform the subscriber via a user interface of the available balance. Subscribers can be rewarded for viewing commercial messages by awarding coupons which can be immediately redeemed for PPV programs. With an optional report back capability, terminal usage pattern data can be retrieved and analyzed by program service providers to determine the effectiveness of the promotions and to gather additional demographic and individual data. The integrity of the scheme is assured with encryption techniques.

51 Claims, 9 Drawing figures

Exemplary Claim Number: 23

Number of Drawing Sheets: 7

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Application Filing Date - AD (1):

**19970709**

Brief Summary Text - BSTX (17):

A communication system in accordance with the present invention includes a controller for transmitting program services to a plurality of subscriber terminals via a communication channel. The program service may include television programs which are **broadcast or continuously** transmitted on a predetermined schedule, pay-per-view programs which require specific user selection and either a local transacted or remotely transacted purchase, Near Video-On-Demand which is pay-per-view offered at staggered broadcast times, and Video-On-Demand services, which are transmitted only in response to a user request, or other electronic information such as computer **software**.